

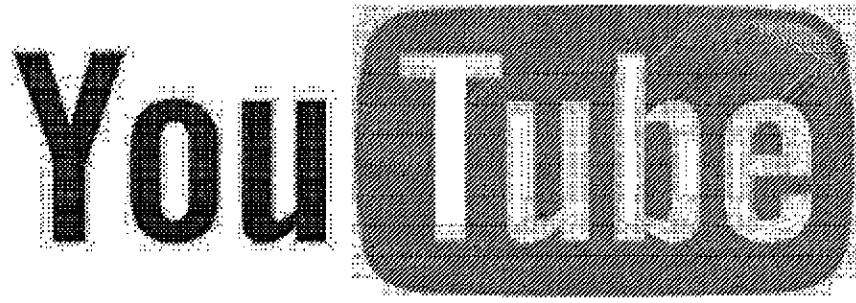
EXHIBIT# 3

DATE: 10.3.07

DEPONENT: *Reider, S.*

CASE: Viacom, et al., v. YouTube, et al., The Football  
Association Premier League, et al., v. YouTube, et al.,  
Case Nos. 07-CV-2203 and 07-CV-3582  
A. Ignacio Howard, CLR, RPR, CSR No. 9830

Advertising  
*with*



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March 2007  
97\_Part 1

# Agenda

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- YouTube Overview
- Audience & User Experience
- Advertising Opportunities



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# What Is YouTube?

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A consumer media company  
for people to watch and  
share original videos  
through a Web experience



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# Genesis

**Problem** No easy way to share home videos with friends

**Solution** Website that makes sharing & watching video fast, fun, and easy

**Outcome** A solution to a personal problem becomes universally useful

Entertaining short-form video experiences become a cultural phenomenon

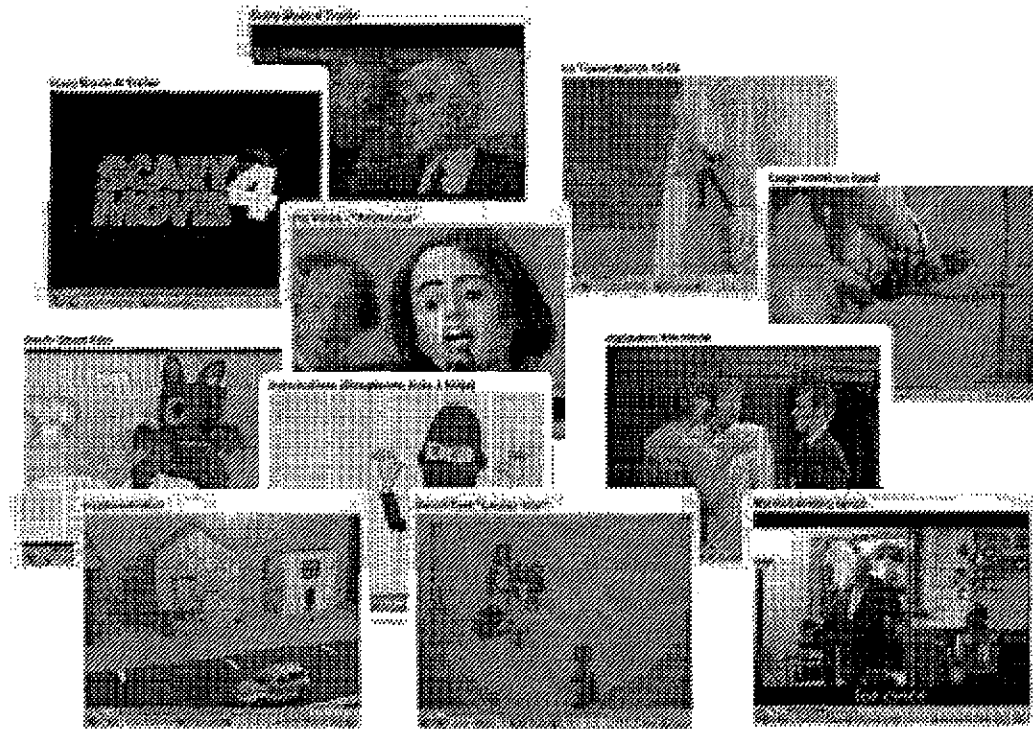


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# Birth Of A New Clip Culture

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# Breakout Hits

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Lazy Sunday (*SNL*)

- 5 million views in 1 month

Evolution of Dance

- 40.7 million views to date

Ronaldinho (*Nike*)

- 3 million views in first 3 months

- 6 million views (9 months)

Tea Partay (Smirnoff)

- 1.3 million views in six weeks

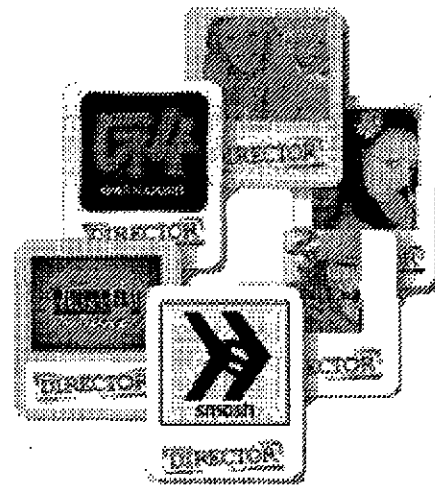


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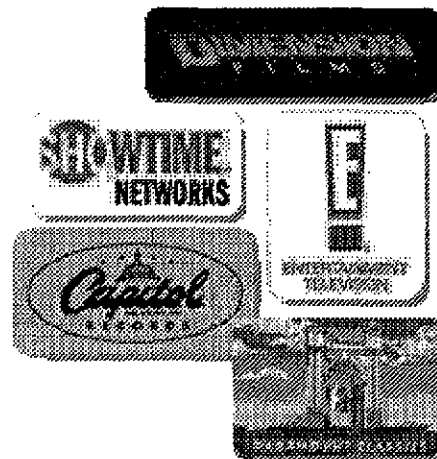
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# Our Constituents

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*Users*



*Content Creators*



*Advertisers*

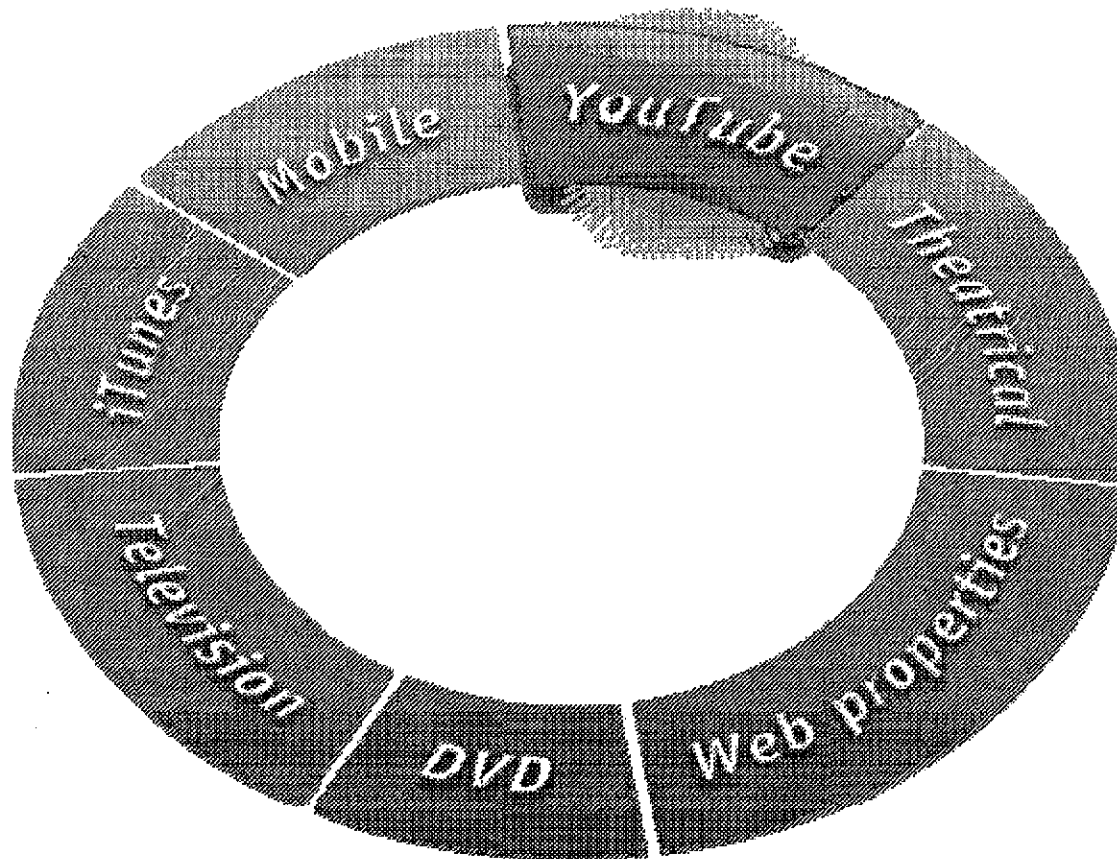


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# A New Distribution Channel

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# Our Vision

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To create the next-generation  
platform for delivering media  
worldwide



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# Audience & User Experience



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# User Demographics (USA only)

February 2007

		UU (millions)	% UU	% Page Views	Reach %
Age	All	42	-	-	27%
	< 18	7.4	17%	25%	57%
	18 - 34	8.9	21%	33%	27%
	25 - 54	24.4	58%	56%	31%
	55 +	7.3	17%	5%	22%
Gender	Male	22.9	54%	68%	30%
	Female	19.2	46%	32%	24%
Income	>\$75k	19.6	47%		



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# Users By The Numbers

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## Unique Users

- 42 million USA monthly unique users
- Ranked 9th among web destinations

## Pageviews

- 2 billion monthly pageviews
- 27% Active Reach in the US

## Engagement

- 41 minutes per user session
- 45 web pages per user



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Nielsen: February 2007

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# Engaging Video Experience

- Easy-to-view video experience uses flash video and progressive downloads delivering quick seamless user experience
- Highest trafficked pages on YouTube
- Watch pages feature robust community functionality allowing users to interact with other users and discover new content
- Watch pages categorized by content category allowing contextual targeting and marketer content road blocks



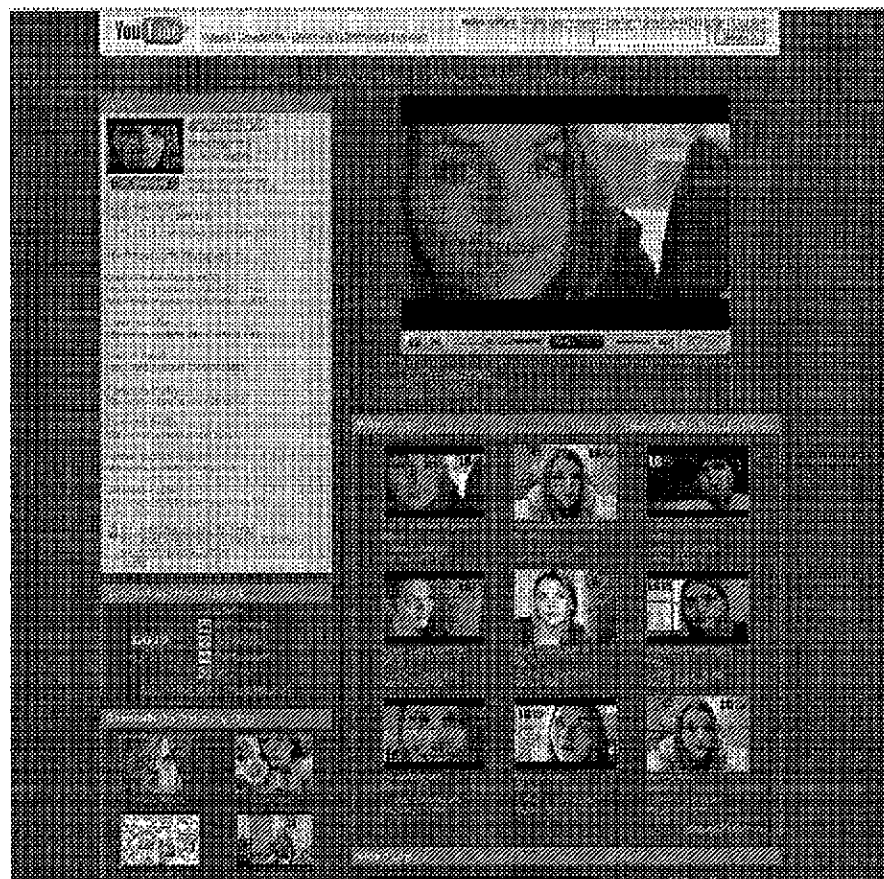
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# Thriving Community

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- Channel metaphor delivers deep persistent connections through subscription and favorites functionality
- Subscriptions provide users a way to stay connected to their favorite producers – users are notified each time a subscribed channel is updated with new content
- Video Log furthers communication with other users
- Channel pages highlight connections through “Favorites”, “Subscribers”, “Channels I’m Watching” and “Connect” functionality



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# Safe Contextual Environment

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 Dynamics

{ Social, not social network  
Users browse content, not people

 Policy

{ No copyrighted or inappropriate content  
Content removed & users banned for violations

Community Policing

{ Users flag inappropriate videos  
Flagged videos are segregated until reviewed  
**Videos over 50K views that have not been  
flagged are 99% likely to be clean content**

Staff Review

{ All flagged videos are reviewed within hours  
YouTube maintains video database control

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# Content Policy

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The following content guidelines are outlined under YouTube Terms of Service:

- No content that is sexual in nature
  - No nudity
  - No violence
  - No racial, religious or otherwise abusive language or behavior
  - No illegal activities
- YouTube users flag any content they think is objectionable
- Additionally, YouTube's internal team reviews content across the site against these parameters
- Any content found to violate these terms is removed from the system and the user receives a strike (three strikes and they are removed from the system)



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# Ad Opportunities



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# Advertising Opportunity Overview

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## Site Targeting

- Homepage Video
- Search Results (Keywords available)
- User Channel Pages
- Category, Community, Channel Sections

## Audience Targeting

- Age, Gender & Geo Targeting
- DART/GAM targeted capabilities

## Content Targeting

- Premium Licensed Content

## Custom

- Brand Channels
- Custom Contests
- Participatory Video Ads and Director Videos



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# Targeting Availability

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- **DART**

- **Time of day / Day of Week** targeting (day-parting and date-parting)
- **Geo-Targeting** (DMA, Country, State, City, International Area Code, Postal/Zip)
- **Computer System** (Operating System, Web Browser)
- **Internet Related** (Domain Type, Domain Name, Internet Service Providers, Online Service Providers)
- **Bandwidth Targeting**
- **Page and Category Targeting** – Specific site pages and content categories
- **Keywords Targeting** – words / tags (no proper names)

- **Demo and Registration Targeting**

- **68% of YouTube users are registered!**



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